

SAFE AND PLEASANT LIVING IN EINDHOVEN 2050

In 2050, the city's 'green and blue' spaces provide a safe and pleasant living environment for the citizens of the Eindhoven region.

A high quality of life is achieved by integrated physical planning to create a resilient region by strengthening the interdependencies between 'blue' (water), 'green' (flora), 'grey' (pavement) and 'red' (buildings).

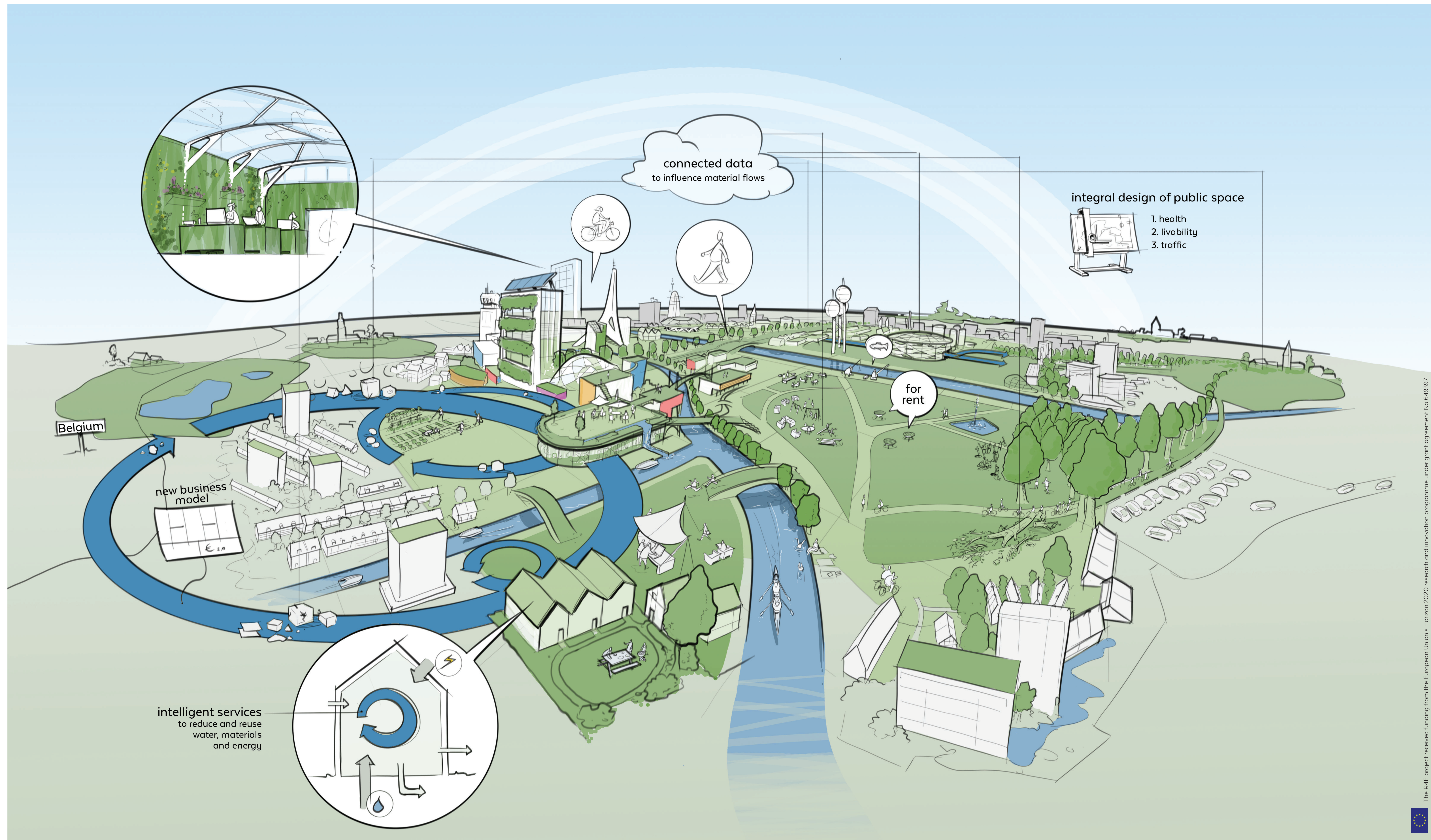
Citizens, public and private parties jointly take care of private and public spaces to create a safe, pleasant and healthy living environment. People are aware of the value of the interplay between the built environment and nature. They adopt healthy lifestyles and behaviour, through which they also contribute to their surroundings.

The region enjoys clean and safe water and green spaces that can be used actively for recreation (e.g. swimming, fishing) as well as to supply food (urban farming).

All meaningful resources are reused, thanks to circular systems on different scales.

The region values:

- a **safe living environment** that is resilient to the changing climate through the smart use of solutions on the appropriate scale;
- a **healthy living environment** with extensive 'green and blue' areas that support social activities and healthy lifestyles;
- a **circular water system** that provides sustainable re-use of water, materials and energy.



Elements of the desired future scenario are:

Active use of 'green and blue' spaces

People use public spaces actively for social interaction, working and leisure activities. Spaces are attractive in all seasons, and are accessible for all. The diversity of the spaces in the city and surrounding villages, and the flexibility in their use cater for different and changing needs and wishes. Smart use of spaces serves many different goals, with plenty of room for flora and fauna. Synergy between urban and rural areas is strong.

Human-scale design to promote sustainable living

People find everything they need for their daily living in their direct surroundings. The region is designed to encourage social interactions and sustainable lifestyles. People value the effects on their health and well-being, and spread the adoption of good lifestyles through social activities. The city and region provide an ideal environment for companies and start-ups with sustainable and healthy core-businesses.

Connected, integrated 'green and blue'

The region values well connected 'green and blue' spaces to strengthen climate resilience. The boundaries between public and private green areas are blurred, and people actively add green to roofs, gardens, squares and parks and make them accessible. Interconnected water systems reduce the risks of flooding and heat stress. Citizens' initiatives are valued, and are facilitated and encouraged by regulations.

Circular solutions on the right scale

The region uses circular systems at different levels to maximise re-use of water, materials and energy. Intelligent systems at the levels of homes, neighbourhoods, city and region are interconnected to balance demand and supply. Citizens use applications and sensors to monitor the quality of their water, food and environment, and contribute to its improvement. New technologies are used to make the systems intelligent.

New business and investment models

Public spaces are always freely accessible, and new business models are explored to provide added-value services. Decisions are based on an integrated view of value (economic, social, cultural and other) in both the short and long term. This 'Euro 2.0' approach enables new business with services in the public domain that create value for society at large as well as for individual citizens and enables investments in infrastructure.